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1931 SHOWING OF THE POPULAR NEW  
**GLADIOLUS, ROSES** AND  
OTHER FLOWER SPECIALTIES

 **MURPHY**   
**NURSERIES**

421 NORTH BRAND BLVD.

GLENDALE, CALIFORNIA

# Gladiolus



**T**HERE is scarcely a flower more easily grown than Gladiolus, and surely there is no other quite so satisfactory for borders or for bouquets in indoor decoration. No garden should be without them. Their delicate, yet pronounced, color effects are indispensable in effective landscaping.

As a guide to ordering, the varieties illustrated in full color on the cover are as follows: Top—Rose 1910, Golden Measure, Anna Eberius, Le Marechal Foch; Center—Los Angeles, Early Sunrise, Baron Hulot, America, Crackerjack; Bottom—Prince of Wales, Virginia, Halley, Maiden's Blush, Mrs. Frank Pendleton.

Alice Tiplady (Primulinus)—Beautiful orange-saffron .....	Doz. 50c
America—Soft lavender-pink. Very popular.	Doz. 50c
Anna Eberius—Dark velvety purple, throat deeper.	Doz. \$1.00
Baron Hulot—Dark royal purple.	Each 20c; Doz. \$2.00
Buckeye—Massive blooms of rose-pink.	Each 20c; Doz. \$2.00
Butterboy—Meritorius Primulinus. Large, buttercup yellow flowers, nicely placed. Strong plant.	Each 25c; Doz. \$2.50
Crackerjack—A deep, rich red with yellow markings .....	Doz. 50c
C. F. Fairbanks—Very beautiful and distinct orange-red with crimson center. Remarkably long stems .....	Each 20c; Doz. \$2.00
Crimson Glow—A perfect, very large deep scarlet-crimson; flowers on tall, strong spike..	Doz. 50c
David Starr Jordan—Immense spikes of flame color overlaid scarlet. Open flowers.	Each 15c; Doz. \$1.50
Dr. F. E. Bennett—Peerless flame scarlet variety with ruby throat. Flowers of good substance, Superior to Virginia.....	Each 15c; Doz. \$1.50
Dr. Van Fleet—Oriental red rayed over yellow.	Each 15c; Doz. \$1.50
Early Sunrise—A very large early reddish salmon.	Doz. 50c
E. J. Shaylor—Deep rose pink.....	Doz. 50c
Evelyn Kirtland—Coral pink.....	Doz. 50c
Golden Measure—A large, clear, deep yellow.	Each 15c; Doz. \$1.50
Halley—Salmon-pink .....	Doz. 50c
Herada—Mauve .....	Doz. 50c
Jack London—Light salmon with vermillion stripes. Canary yellow throat with ruby stripes. A most beautiful color combination, good substance, tall, erect spike .....	Doz. 75c

Le Marechal Foch—Light pink.....	Doz. 50c
Lily White—A very fine white flower...	Doz. 50c
Los Angeles—Grenadine pink with considerable orange. Los Angeles is often referred to as the "Cut and Come Again" Gladiolus, because it produces many branches on one stalk. For commercial growers or for the home gardener we cannot recommend it too highly.....	Doz. 50c
Maiden Blush (Primulinus)—Exquisite pink.	Doz. 50c

Mrs. F. C. Peters—Lovely rose lilac with crimson blotch .....	Each 20c; Doz. \$2.00
Mrs. Frank Pendleton—Rose pink, carmine blotch on lower petals.....	Doz. 50c
Mrs. Francis King—Bright orange-red....	Doz. 50c
Mrs. Leon Douglas—Immense begonia rose flower striped with flame and brilliant scarlet. Lip pale lemon, slightly speckled with ruby. A giant among Gladioli .....	Each 15c; Doz. \$1.50
Myrtle—Very delicate pink. Fine for florists.	Doz. 50c
Orange Queen—Exceptional Primulinus with superb spikes of apricot orange.	Each 20c; Doz. \$2.00

**Planting Note:** The bulbs should be planted in a sunny situation, four inches deep and four inches apart. Bulbs soaked in "Semesan" (which may be purchased at our seed store) for 7 hours produce the best flowers. Cut the flower spike when the first bud opens. The remainder of the flowers will open in the vase. When cutting the flowers allow at least four leaves on the stalk so that the bulbs will mature. After foliage turns brown bulbs may be dug and stored.

By planting bulbs every month from December to July a succession of blooms is possible.

# the color note of your garden

1910 Rose—Pure deep rose-pink with white center lines on lower petals. Strong grower, early, and a good cut flower..... Doz. 50c

Peace—Very large, white, with pale violet feathering on lower petals: flowers correctly placed on a tall, graceful spike..... Doz. 50c

Peep-o-Day—Tall; pretty blushed pink on white ground ..... Each 15c; Doz. \$1.50

Prince of Wales—A clear, delicate salmon pink. The finest of this color and one that we highly recommend. An early variety and very popular for cutting ..... Doz. 50c

Rose Ash—Old rose overlaid and blending with pink and red. A striking combination difficult to describe ..... Doz. 75c

Souvenir—The finest clear bright yellow in existence ..... Doz. 75c

Virginia—Brilliant scarlet. The most popular red variety. A vigorous grower with erect stalks. Exceedingly attractive for cutting or will give a grand mass of color when grown in beds.

Doz. 50c

W. H. Phipps—The wonder Gladioli. Spikes are enormous with several flowers open at the same time. Lovely salmon pink; lower petals faintly speckled ruby. A prizewinner.

Each 20c; Doz. \$2.00

Wilbrink—Pale lavender-pink ..... Doz. 50c

Yellow Hammer—A splendid bright yellow. Doz. 50c

## Special Collection Offer No. 1

(See Front Cover)



An exceptional mixture. Contains only bulbs of those choice varieties shown in color on the cover—not a common one in it.

28 Bulbs—Two of Each—\$1.50

84 Bulbs—Six of Each—\$4.00

## Special Collection Offer No. 2



A fine collection of choice mixed varieties. Unnamed, but includes many of the above.

Extra Large Bulbs—3 Dozen \$1.00, 100 for \$2.50

Small Bulbs that will flower this year—4 Dozen \$1.00, 100 for \$1.75



## Our Landscape Service Will Help You

**J**IT IS an axiom that "It is not a Home until it is Planted." Appreciating this, we maintain in connection with our nursery business, a free landscaping department for the benefit of our customers. We say "free" advisedly, for in the great majority of cases the land surrounding the average home is not overlarge; neither does it present problems requiring the services of a topographical engineer. In all such ordinary cases we will not only be pleased to prepare a working planting plan, but we will render a free service in the intelligent selection of suitable shrubs and trees to meet prevailing conditions of soil and climate as well as situation. Come to us with your planting problems and let us help you solve them.

# Roses Of Quality For Your Enjoyment

**N**OTHING grown in the garden repays more than the rose for the small amount of care required. And every home has some space that is better suited to the growing of roses than almost anything else.

Here in Southern California, where roses can be grown with such delightful results and with such little care, it is indeed needless to be without them. They can be replaced in a few years with new varieties and younger, more vigorous bloomers, at little expense and without the long wait for blooming age.

The roses listed here are of the choicest, picked because of their fine texture, wonderful coloring, long stems, vigorous growth, and free blooming. No mistake will be made in choosing any of them.

<b>Crusader</b> —A very large dark red rose. Similar to the well-known Hadley with the advantage of size and more resistant to mildew.....	<b>Each 50c</b>
<b>General McArthur</b> —A well-known and popular rose of bright crimson scarlet and delightfully scented. This is one of our best blooming varieties.....	<b>Each 50c</b>
<b>Kaiserin Augusta Victoria</b> —Probably the best creamy-white rose grown for garden purposes in Southern California. The buds are large, of good form; the plant is a vigorous grower and the stems are good .....	<b>Each 50c</b>
<b>Lady Hillingdon</b> —A most popular rose wherever it is grown, the color being a deep orange-yellow, buds long and pointed, very sweetly scented and holding its color well. A free bloomer.....	<b>Each 50c</b>
<b>Mrs. Charles Russell</b> —Beautiful rose with large well-formed flowers of rosy carmine. Fragrant.....	<b>Each 50c</b>
<b>Radiance</b> —Large cup-shaped flowers of soft carmine-pink and one of the very best garden varieties. The growth is vigorous and erect, with large spreading branches and flowers are produced on good long stems .....	<b>Each 50c</b>
<b>Red Radiance</b> —A velvety glowing crimson with all of the magnificent qualities of the Radiant Pink. The flowers are full and extremely double.....	<b>Each 50c</b>
<b>Sunburst</b> —Still a popular variety. The color is a bright golden-yellow with an orange-yellow center. Perfect in the half-open bud and an exceptionally good rose in Autumn.....	<b>Each 50c</b>

**Special Collection—Your Choice of Any Five of Above Roses, \$2.25**

## How to Grow Beautiful Roses

Roses will do well in almost any soil, provided the soil is reasonably well drained. They should have the benefit of full sun. Never plant in a shady or wet place, as these conditions are sure to cause mildew.

Care should be taken when planting bare-root roses to prevent the roots from drying out. If roots are dry, soak the whole plant for twenty-four hours before planting.

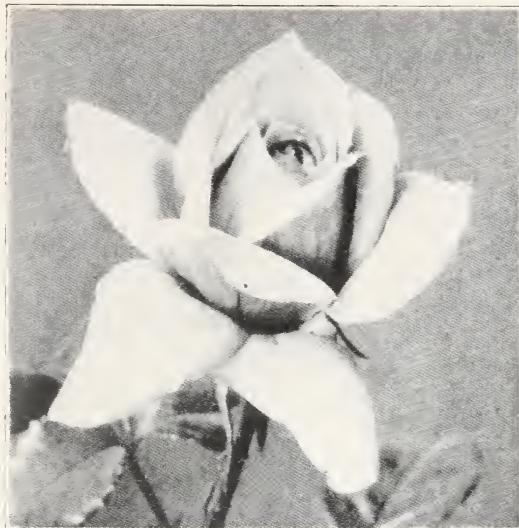
A generous covering of well-rotted barnyard manure placed around the bushes two or three times a year will aid greatly in producing good blossoms.

When planting budded varieties, set the bud union about three inches below the surface of the soil to eliminate suckers. Should these suckers appear they can easily be detected by their vigorous growth and should be removed immediately, as they retard the growth of the budded part of the rose.

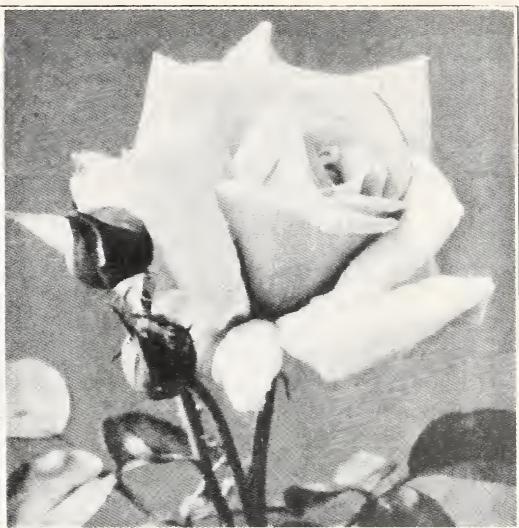
A thorough soaking at the time of planting, followed by a good watering every week, is sufficient for the average soil and climatic conditions. As soon as the surface has partly dried, the soil should be lightly cultivated.

Roses should be given a rest during July and August. This can be accomplished by decreasing the supply of water during these two months. The bushes should have a light pruning the first of September and a heavy pruning the first of January.

Mildew on the leaves and stems of the bushes can be controlled by spraying with a lime sulphur solution. *Aphis* can be disposed of by spraying with a good nicotine and fish-oil solution.



DAME EDITH HELEN



TALISMAN

## New Roses of Exceptional Beauty

- Angèle Pernet**—Vivid orange-yellow, shaded fiery deep reddish apricot. This is a combination of colors very difficult to describe, but it is a most beautiful rose. A moderately strong grower, buds long, opening into a full sweet-scented flower..... Each \$1.00
- Dame Edith Helen**—Introduced in 1926 this magnificent rose has won an unprecedented number of honors both in Europe and in this country. The color is an engaging soft rose-pink and the immense flowers are delightfully scented. The plant is very vigorous..... Each \$1.00
- Etoile de Holland**—This strong, healthy grower produces blooms of a brilliant crimson red. Richly scented .....
- Lady Margaret Stewart**—Unique coloring in buds of deep sunflower yellow, deeply veined and splashed orange-scarlet. Delicately scented..... Each \$1.00
- Lord Charlemont, H. T.**—A very promising new rose of dark crimson; double fragrant flowers. The plants are good growers and continuous bloomers..... Each \$1.00
- Talisman, H. T.**—This wonderful rose has been awarded more gold medals than any other American rose yet introduced. It is a wonderful piece of coloring; a combination of shadings of gold, apricot, yellow, deep pink, and old rose. The bud is large, perfectly formed, and develops into a full double flower. The plant is a strong grower, has clean glossy leaves, and is a heavy flower producer. The blossom, when seen, is admired by all and is sure to become as popular as the famous Los Angeles rose. Stock is limited .....
- E. G. Hill** (E. G. Hill Co., 1929)—Here is the finest new red rose in several years, with immense flowers of very lasting, dazzling scarlet, never fading or turning blue, but actually becoming deeper red as it opens. The flowers are borne on long stems, and are deliciously fragrant. The foliage is abundant. There are few of the older red roses which will rival E. G. Hill..... Each \$1.50
- Duchess of Athol**—A distinct and charming color of golden bronze flushed peach pink. Vigorous grower. Awarded certificate of merit by the National Rose Society of England..... Each \$1.50
- Lulu**—A dainty salmon-pink rose, exceptionally beautiful in the bud. The buds are perfect in form and borne on long stems..... Each \$1.50
- President Herbert Hoover** (Coddington, 1930)—The latest of the new multi-colored roses, combining many shades of cerise-pink, flame, scarlet, and yellow, the long buds being beautifully formed, opening slowly, and possessing a delicious fragrance. It is certainly quite different from ordinary rose varieties and we have been much impressed with its brightly colored flowers..... Each \$1.50

# Select Popular Roses

**Betty Uprichard**—Inner face of petals delicate salmon-pink; outside brilliant carmine with orange suffusion; fragrant. . . . . **Each 65c**

**Golden Emblem**—A most beautiful deep golden yellow, occasionally flaked with crimson on the outer petals. Large, well-shaped buds and flowers on long stiff stems. Foliage is rich glossy green.

**Each 65c**

**Hadley**—Deep velvety crimson, retaining its color at all seasons. The buds are well formed, large, full and long. It is a free bloomer and fragrant. . . . . **Each 65c**

**Los Angeles**—A luminous flame pink toned with coral and shading to gold at the base of the petals. The buds are long and pointed and expand to a very large flower. It is beautiful from the opening of the bud until the last petal drops. . . . . **Each 65c**

**Louise Catherine Breslau**—Coral-red, shaded chrome yellow. Long oval buds, developing into fragrant globular flowers. Robust grower. . . . . **Each 65c**

**Mme. Edouard Herriot**—The well-known “Daily Mail Rose.” The half-open buds are a vivid coral-red, opening to a deep salmon-rose. Very profuse in flowering. . . . . **Each 65c**

**Padre**—Beautiful and novel coloring, entirely different from any other rose, this being a brilliant coppery red, flushed with yellow at the base. The habit of growth is vigorous, the flowers are large and the buds long and pointed. . . . . **Each 65c**

**Queen Alexandra**—A most attractive color combination of vermillion, with a deep orange base. The petals are reflexed and the reverses are shaded deep old gold. Free blooming and fragrant. . . . . **Each 65c**

**Rose Marie**—A pleasing clear rose-pink and one of the very popular roses for the California garden. Remarkably free flowering, producing large, long, pointed buds which develop into full flowers of beautiful form. . . . . **Each 65c**

**Special Collection—Your Choice of Any Five of Above Roses, \$2.75**

**Feu Joseph Looymans**—Remarkable for its long pointed buds of glowing orange buff and moderately double yellow flowers. Fragrant and excellent for cutting. Exceptionally fine. . . . . **Each 75c**

**Hoosier Beauty**—This remarkable rose is distinctly different in coloring, being a glowing crimson with darker shadings. The buds are large, long and pointed. Blooms are very full when open. . . . . **Each 75c**

**Souv. de Claudis Pernet**—One of the finest deep yellow roses introduced in recent years. It holds its color well in bud and open blossom, and does not fade as do so many yellow varieties. The plants are of branching habit with a very pretty foliage. The buds are long. . . . . **Each 75c**



**HOOSIER BEAUTY**

# Climbing Roses

Cl. <b>Cecile Brunner</b> —One of the strongest growing roses and very free bloomer. Baby size flowers—a clear pink.....	Each 50c
Cl. <b>General McArthur</b> —Possesses all of the good qualities of the bush variety and is very beautiful as a climber .....	Each 50c
<b>Climbing Madame Caroline Testout</b> —Silvery pink; profuse in its flowering and a vigorous grower..	Each 50c
Cl. <b>Paul's Scarlet</b> —Perhaps the most brilliant rose grown in Southern California. Color is a vivid shining scarlet, in large semi-double flowers which remain unusually long and in good condition on the plant.....	Each 50c
Cl. <b>Belle of Portugal</b> —A very fine climbing rose which has come into popular favor within the past few years. The flowers are very large, of a soft pearl-pink in color, and are produced on long stems. It is a free bloomer, particularly in the spring time.....	Each 65c
Cl. <b>Hadley</b> —Same as the well-known bush variety.....	Each 65c
Cl. <b>Hoosier Beauty</b> —Deep crimson with darker shadings. Just like the bush variety.....	Each 75c
Cl. <b>Golden Emblem</b> —Deep golden yellow, flaked with crimson. The buds are large and well shaped.	Each \$1.00
Cl. <b>Mme. Ed. Herriot</b> —A handsome rose of coral red shaded yellow and rosy scarlet.....	Each \$1.00
Cl. <b>Red Radiance</b> —Velvety glowing crimson, equal to the bush form.....	Each \$1.00
Cl. <b>Rose Marie</b> —Charming clear pink. The buds are long and pointed as in the bush form.....	Each \$1.00

## Special Rose Collections

Your Choice of any ten 50-cent Roses for.....	\$ 4.50
Your Choice of any ten 65-cent Roses for.....	5.50
Your Choice of any ten 75-cent Roses for.....	6.50
Your Choice of any ten \$1.00 Roses for .....	9.00
Your Choice of any ten \$1.50 Roses for .....	12.50

### Our Special Souvenir Collection

Your Choice of four 50-cent Roses  
Your Choice of three 65-cent Roses  
Your Choice of three 75-cent Roses  
Your Choice of one of the \$1.00 Roses  
Your Choice of one of the \$1.50 Roses

12 Roses  
\$8.70 Value  
all for  
\$7.50

For the new home, or for replanting the garden, these combinations offer substantial savings.



# Six Exceptional Flowers for Your Garden



ASTER

**California Giant Aster**—A most worthy Aster for the home garden. Delicately curled and interlaced petals form large, fluffy, beautiful flowers. They are produced on long willowy stems with fine foliage and free of side branches, making it possible to have large flowers without disbudding. California Giants are one of our best cutting varieties. Colors are azure blue, pale purple, pink, deep purple, rich dark rose, and pure white. Mixed... Pkt. 25c

**Bismarck Stocks**—The stock is one of the many popular plants for hedging. For brilliancy and diversity of color, fragrance and duration of bloom, it is unsurpassed. This wonderful new strain is of branching habit, making it possible to break long branches of flowers from the stalk without injury to the main plant. The flowers are large with many on a stem. Mixed, all colors ..... Pkt. 25c

STOCKS



SALPIGLOSSIS

**Salpiglossis—Painted Glories (Gloxinia-flora)**—A half-hardy annual with veined, funnel-shaped flowers, much prized for cutting. A bed of these beautiful plants is one of the most striking features of the garden during June, July and August. Our special mixed selection of large flowers, fantastically veined ..... Pkt. 25c

**T**HESE six annuals of unusual merit should be in your garden. They satisfy the taste of the most particular, are easy to raise, bloom freely all summer, and give a wealth of color to the garden as well as an abundance of cut flowers for the home. Planted against a background of greenery they will fill you with a breath-taking rapture with their riot of beauty.

**Dahlia Flowered Zinnias**—This improved strain of Zinnias was granted the Award of Merit by the Royal Horticultural Society of England in 1924. Its large size, fullness of petals, extraordinary color range, and good keeping qualities are sensational. Flowers often measure five to six inches across. The Dahlia Flowered Zinnia is a California introduction. Our special mixture contains all of the Zinnia novelties—a wonderful collection... Pkt. 25c



ZINNIA

**Larkspur**—New and exceptional varieties. Our double-flowered varieties, with their long spikes, are excellent cut flowers. They should be planted in beds as a background for smaller plants; the bright shades will add a touch of beauty to the garden. They are easily grown, and we know of nothing that will produce a greater show. Colors: Rich deep pink, salmon; an exquisite lilac; dazzling pure white; royal purple and rich rose; all mixed in one wonderful packet for ..... Pkt. 25c

LARKSPUR



COSMOS

**Early Crested Cosmos**—A very beautiful new variety with a decidedly double or crested center. They are greatly admired by all who see them. The greater majority of the plants will produce the crested flowers, but a few plants will have the extra large single blossoms. They will produce an abundance of flowers for many weeks and will add greatly to the appearance of the garden with their tall gracefulness. The colors are pink, crimson and white. Mixed. . Pkt. 25c



# Dahlias—The Garden Queens

EVERYONE knows Dahlias, yet how many miss the joy of having these glorious flowers at their best. Select a few of the following varieties, follow the simple cultural instructions and you will be rewarded with a gardenful of exquisite blooms—enough to make you a permanent Dahlia enthusiast.



## Decorative Dahlias

The decorative type of Dahlia is a large double flower, full to the center. Broad, flat petals, with broad points or rounded tips. They flower freely on long stems and are a very popular type.

Dr. Tevis—Old rose shading to gold; gigantic flowers on long erect stems; each . . . . .	\$ .35
Earl Williams—Scarlet, tipped white; immense; strong, erect stems. . . . .	.75
Halvella—Old rose, with a golden sheen; a giant on long, erect stems. . . . .	.60
Jersey Beacon—Chinese scarlet with lighter reverse; gigantic blooms on strong stems. . . . .	1.00
Mr. Crowley—Exquisite salmon-pink, distinct colored flowers on good stems. . . . .	.50
Mrs. Carl Salbach—Mauve pink; extra long strong stems carry giant flowers. . . . .	.35
Mrs. I. DeWarner—Deep mauve pink or orchid; a monster flower on long, stiff stems. . . . .	.50
Orange Doazon—A giant orange scarlet on long, erect stems. Fine for cutting. . . . .	.35
Polar Bear—Large pure white blossoms on long, erect stems. Extra fine. . . . .	.50
Pride of California—A deep rich crimson; giant on long, strong stems. . . . .	.35
Rosa Nell—Clear, bright, cerise rose. Gigantic blossoms on extra long, erect stems. . . . .	.50
Tommy Atkins—Flaming scarlet; a giant flower, on long, erect stems. . . . .	.75
Tryphinnie—Shell pink, shading to lighter tips. Petals golden yellow at base; pink on the reverse. . . . .	.50

Baker's Dozen Collection

All thirteen of these exquisite Dahlias—the pick of the decorative group, and all with fine flowers on long stems—a \$7.00 Value for \$5.50



JERSEY BEACON

## Hybrid Cactus Dahlias

The Hybrid Cactus type flowers are fully double but the petals are shorter than those of the true Cactus type and are broader and more flat, though recurved and twisted. The stems of this type are usually strong and the plants prolific bloomers.



LITTLE  
BELLE  
(Pompon  
Type)

<b>Autumn Prince H. C.</b> —Yellow and salmon; a good cut flower; tubers.....	\$ .35
<b>Ballet Girl</b> —Orange petals, edged white; immense incurved flowers on good stems.....	.50
<b>Bianca H. C.</b> —A fine cut flower of lavender pink; long erect stems.....	.35
<b>Cigarette H. C.</b> —Cream ground, edged with pomengranate red; giants on long stems.....	.50
<b>Daddy Butler H. C.</b> —American Beauty shade; lighter reverse; giant on long stems.....	.75
<b>Golden West H. C.</b> —Deep rich yellow, overlaid with orange; large flower on erect stem..	.35
<b>Miss Helen Durnbaugh H. C.</b> —Delicate blush, deepening to rose; large flowers on good stems .....	.35
<b>Oregon (Gill)</b> —Brilliant rose carmine cerise; large; distinct color; fine cut flowers.....	.60

## Hybrid Collection



All Eight Cactus Dahlias in one handsome collection,  
a \$3.75 Value for Only \$2.95

## Dahlia Culture

In the creation of a Dahlia garden, planting should begin about the middle of April and may successfully continue for two months or more. Earlier than this the ground is cold and the tubers may rot. If planted when the ground is warm, growth is quicker and more vigorous and the plants will bloom until frost.

Dahlias require a sunny position, a thorough watering about once a week during warm weather, and deep cultivation a day or two after each watering. Almost any kind of soil will produce good Dahlias, if properly cared for; but rotted manure should be worked into the soil when preparing the ground, which should be dug deeply. In planting tubers always lay the tuber on its side, never stand on end. Plant not less than 2 feet apart, and about 4 inches deep. Each plant should be staked. When the plants are 6 inches tall, pinch out the center, so as to encourage the growth of side branches. Spray every two weeks with Destruxol or Black Leaf 40; to control aphis and thrips. If part of the buds are pinched off you will have larger blooms. The flowers will keep better if cut in the evening, the stems dipped in boiling water for a few minutes and then set in cold water to harden.

# Pompon Dahlias

These are the babies in the Dahlia world. Pretty, compact flowers of the show type, are borne on long, stiff stems holding the blossoms upright and making a most wonderful display of color in garden. They are very fine for house decoration and the flowers will hold up a long time in water without boiling or burning the stems. No garden in California should be without Pompons. They are so different and so dainty.

Amber Queen—Amber suffused with apricot. Good stems.....	\$ .35
Catherine—Perfect, quilled flowers of primrose yellow; very free flowering.....	.35
Eureka—Rich bronze; shading to yellow; long, erect stems.....	.35
Joe Fette—The outstanding pure white Pompon; small perfect blooms on long, erect stems	.35
Little Belle—Compact little flower of clear mauve pink; on fine stems.....	.35
Scarlet Gem—Brilliant scarlet red; medium size on long, erect stems.....	.35
Tommy Keith—Small flowers of crimson, tipped with white; very attractive.....	.35
Vivid—Rich, bright scarlet; a perfect flower well suited for cutting.....	.35

Our Pompon Collection  Consists of all of these eight peerless Baby Dahlias  
A \$2.80 Value for \$2.00



# Pompon Chrysanthemums

20c Each, \$2.00 Dozen

Adironda—A beautiful early golden bronze of the true Pompon type. Matures middle of October.

Christmas Gold—A very valuable late flower as its name implies.

Ethel—A bright red Pompon. Gorgeous in color. Splendid as a pot plant.

Felice—An orange of exceptional merit.

Firebird—The best of the early reds. Strong upright growth.

Golden West—Deep yellow. Late bloomer. Button type. One of the best.

Marguerite Clark—Rose pink button type.

Mary Pickford—White button, perfect form.

New York—Fine bronze.

Norine—A large yellow that arrives at Thanksgiving time.

Pink Buckingham—A late pink worth more because it comes when flowers are scarce.

Rose Charm—Bright rose pink. Fine sprays and strong growth.

Yellow Fellow—A good variety for middle November. Blooms are of the large Pompon type borne on rigid stems.

Another Baker's Dozen Collection—One Each of 13 Plants for \$2.00

# Crysanthemums



WHEN Autumn comes—what is a garden without Chrysanthemums? Their warm colorful blooms brighten the borders, dispelling the gloom of parting summer.

How often have you wished to grow those lovely "mums" you see in florists' windows? With every order we give a card of special cultural instructions, which will show you how to really grow Chrysanthemums. Be sure to allot some space for these Autumn Queens in your garden plans.

## Standard Type for Exhibition Flowers

{ 25c Each, \$2.40 Dozen }



BONAFFON

Special Introductory Collection of One Each—5 Plants for \$1.00

**Bonaffon**—A yellow of strong standing that everyone has learned to love.

**Mikado**—Deep bronze; late.

**Nerissa**—Enormous size, fine form and finish. Good exhibition flower. Color rosy mauve. Strong, upright growth; rigid stem. Well adapted for specimen plants.

**Smith's Sensation**—Delicate cameo incurve pink.

**T. Carrington**—A large show flower of reddish violet with lighter reverse. Reflexed. When not disbudded makes an immense bush.

## Anemone Type { 20c Each, \$2.00 Dozen }

**Chestnut**—Tan colored. Matures early November.

**Izola**—Wonderful sprays of amaranth.

**Maple Leaf**—Various shades of red and yellow, changing its color as it develops.

**Graf Von Fleming**—Very beautiful clear lavender.

**Mrs. Owen Winston**—Brilliant yellow. Orange center. Good market variety.

**Sunshine**—The best of the late yellows.

Special Introductory Collection of One Each—6 Plants for \$1.00

# Plants, like ourselves, need a balanced diet!

EVERY blade of grass, every leaf, flower and seed, is composed to a considerable extent of plant food elements taken from the soil. It took nature thousands of years to accumulate the small store of food in the soil, and continuous gardening depletes the supply. Unless it is replenished, proper plant growth cannot continue.

## Fertilizers

For Mulching the Soil and General Satisfactory Results,  
We Favor Animal Fertilizer

**Sheep Manure**—With barnyard fertilizer becoming more and more scarce, we offer as perhaps the best substitute our special sheep manure. It may be used for mulching lawns or as a fertilizer and the results are usually very satisfactory. For mulching the lawn, about one sack to 500 square feet is required. In comparison with barnyard fertilizer, this may be slightly higher in price, but a big saving will be made in the time spent pulling weeds, for sheep manure carries very few weed seeds.

100-lb. sacks, \$2.00  
Per ton, \$30.00

**Cow Fertilizer**—A good grade of dairy manure, screened and sacked. This is a splendid fertilizer, but is apt to contain weed seeds. Per sack, 65c; 10 sacks for \$6.00.

**Nitro-Organic Fertilizer**—A splendid, natural fertilizer, that contains 65% organic matter. We recommend this fertilizer very highly. Use 100 lbs. to every 1000 square feet of lawn area. 100 lbs. \$3.50.

**Eagle Brand Plant Food** is a scientifically prepared chemical compound carrying the necessary elements for the promotion of plant growth. It not only enhances the beauty of the blossom and the color of the lawn, but it is a wonderful stimulant to vegetable life, and, in addition to its many uses in the garden, it can be applied with wonderful results in the field for vegetables and other crops. This plant food is easy to apply and it is in powder form and quickly available. 50-lb. bag, \$2.25; 100-lb. bag, \$4.00.

### Vigoro

**Specially Prepared Plant Food** Vigoro is a scientifically balanced food ration furnishing all plant life with proper nourishment for maximum growth and beauty.

In feeding established lawn apply 4 lbs. of Vigoro on each 100 square feet of surface in early spring. Additional applications of 2 lbs. per 100 square feet during summer, and 4 lbs. per 100 square feet in early fall will keep the lawn in thriving condition.

5 lbs. ....	\$ .60
25 lbs. ....	2.00
50 lbs. ....	3.75
100 lbs. ....	6.00

### Loma

Loma is a nationally known plant food and is acclaimed by many famous growers. It is a scientifically balanced food and is useful alike for pot plants, garden crops and lawns. Loma is quick acting and the beneficial effect on vegetation is immediate and lasting. For the lawn apply at the rate of 5 lbs. per 100 square feet and wet down thoroughly. Loma is without odor, natural in color and entirely free from weed seeds.

1 lb. can.....	\$ .25
5 lb. can.....	.75
10 lb. bag.....	1.25
25 lb. bag.....	2.35
50 lb. bag.....	4.25
100 lb. bag.....	7.00

# Murphy's Planting Calendar for Southern California

**J**N SOUTHERN CALIFORNIA a 'round-the-year flower garden should be the rule. But to have blooms in each of the twelve months the gardener must schedule his work well in advance of each season. Murphy's year-around planting calendar will assist you. And if there are other questions which you would like to have answered, ask us—either by letter or at our store and nursery. Our advisory service is free to all.

## DECEMBER, JANUARY, AND FEBRUARY

Broadly speaking, one prepares for winter in summer and for summer in winter. Because most plant life is dormant, this is the best time to plant shrubs and trees, bare root roses, and perennials. The following seeds can be sown in the open ground: *Acroclinium*, *Alyssum*, *Antirrhinum*, *Calendula*, *Candytuft*, *Calliopsis*, *Clarkia*, *Annual Chrysanthemum*, *California Poppies*, *California Wildflowers*, *Cosmos*, *Centaurea*, *African Daisy*, *Dianthus*, *Larkspur*, *Linum*, *Lupin*, *Mignonette*, *Nasturtiums*, *Nemophila*, *Nigella*, *Nemesia*, *Pansy*, *Phlox*, *Poppies*, *Scabiosa*, *Stocks*, and *Sweet Peas*. Sow in flats or seed pans: *Agathea*, *Ageratum*, *Begonia*, *Coreopsis*, *Gaillardia*, *Godetia*, *Hollyhocks*, *Lobelia*, *Pentstemon*, *Petunias*, *Perennial Poppies*, and *Viola Cornuta*.

Plant bulbs of *Amaryllis*, *Callas*, *Gladiolus*, *Hyacinths*, *Lilies*, *Narcissus*, *Ranunculus*, *Tulips*, *Watsonias*, *Lillies*, *Agapanthus*, *Caladium*, *Tuberose*, and *Tuberous Begonias*.

## MARCH, APRIL, AND MAY

With the coming of the warmer weather practically all summer and autumn flowering annuals may be sown. Bare root roses may still be planted in March, but later it is better to plant out only those established in containers. Ornamentals, citrus, and deciduous fruit trees, berries, grapes, etc., may be set out to advantage in March.

Sow in the open ground: *Ageratum*, *Alyssum*, *Antirrhinum*, *Amaranthus*, *Arctotis Grandis*, *Balsam*, *Candytuft*, *Clarkia*, *Dahlia* seed, *Daisies*, *Godetia*, *Gypsophilea*, *Helichrysum*, *Larkspur*, *Linum*, *Lupin*, *Marigolds*, *Mignonette*, *Nasturtiums*, *Nigella*, *Nemophila*, *Phlox Drumondi*, *Painted Daisy*, *Portulaca*, *Poppy*, *Rhodanthē*, *Scabiosa*, *Sunflower*, *Sweet Peas*, *Stevia*, *Verbena*, *Wallflowers*, *Zinnias*, lawn grasses, and vine seeds.

Sow in seed flats: *Asters*, *Begonias*, *Bellis*, *Canterbury Bells*, *Carnations*, *Coleus*, *Columbine*, *Coreopsis*, *Daisy*, *Dianthus*, *Didiscus*, *Delphinium*, *Gaillardia*, *Gerbera*, *Geum*, *Heliotrope*, *Lobelia*, *Nemesia*, *Nicotiana*, *Petunia*, *Primula*, *Pentstemon*, *Salvia*, *Shasta Daisy*, *Statice*, *Stocks*, *Salpiglossis*, *Schizanthus*, *Verbena*, *Viola* and vine seeds.

Plants of *Chrysanthemum* should be set out as soon as available. Continue planting *Gladiolus* for a succession of bloom. *Dahlia* tubers should be set out as soon as the ground is warm. *Caladium*, *Cannas*, and *Tuberoses* should also be planted.

## JUNE, JULY, AND AUGUST

A few annuals, such as *Zinnias*, *Cosmos*, and *Marigolds* may be planted in the open ground for this year's flowering. Now is the time to prepare for next year by sowing perennials and biennials. In August start planting: *Anemone*, *Freesias*, *Ranunculus*, *German Iris*, *Snapdragons*, *Stocks*, and *Sweet Peas*.

## SEPTEMBER, OCTOBER AND NOVEMBER

This is a good time to plant your winter flowering *Sweet Peas*. Sow in the open ground for winter flowering: *Alyssum*, *Calendula*, *Dimorphotheca*, *Centaurea*, *French Marigolds*, *Larkspur*, and *Wildflowers*.

Sow in seed flats: *Aquilegia*, *Carnation*, *Canterbury Bells*, *Coreopsis*, *Cineraria*, *Daisies*, *Delphinium*, *Digitalis*, *Forget-Me-Nots*, *Gaillardia*, *Gerbera*, *Hollyhock*, *Pansy*, *Petunia*, *Pentstemon*, *Phlox*, *Pyrethrum*, *Scabiosa*, *Shasta Daisy*, *Snapdragon*, *Stocks*, *Sweet William*, *Verbena*, *Viola*, *Wallflower*.

Plant bulbs of *Allium*, *Anemone*, *Amaryllis*, *Baby Glads*, *Callas*, *Crocus*, *Freesias*, *Hyacinths*, *Ixiolirion*, *Narcissus*, *Oxalis*, *Ranunculus*, *Spanish Iris*, *Sparaxis*, *Tulips*, *Watsonias*, *Easter Lillies*, *Montbretias*.

# Visit Murphy's Flower Shop...



MURPHY'S prides itself on its flower shop, and justly so. It is truly a metropolitan showplace where only the choicest blooms and potted plants are carried.

You are invited to visit this fine flower shop and become acquainted; it is but another division of Murphy's well-rounded service. And you'll be surprised at the variety of flowers there—at the rarities—and at the agreeably reasonable prices.

Consult Murphy's about your flower problems and color schemes. We are fully prepared and equipped to take care of any orders.

## WEDDING BOUQUETS

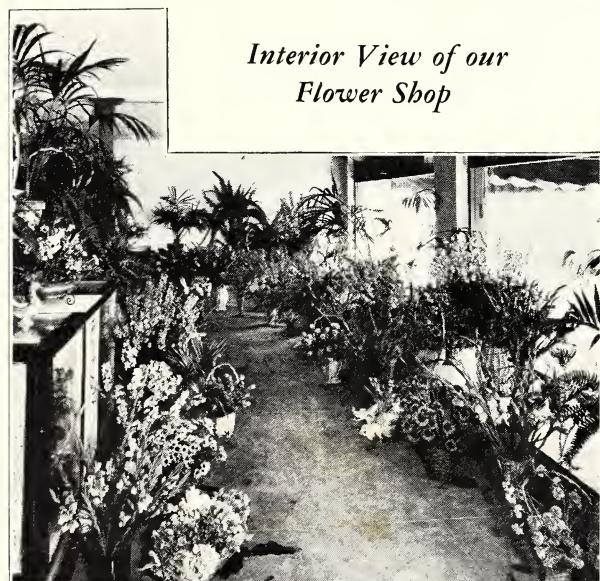
## TABLE DECORATIONS

## CORSAGES

## BASKETS AND DECORATIONS FOR ALL BUSINESS OPENINGS AND SOCIAL FUNCTIONS

## FUNERAL DESIGNS

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